

Serial No.: 09/987,407  
Docket No.: PNDF-01180  
HIR.045

**AMENDMENTS TO THE CLAIMS:**

1. (Currently Amended) A voice banner advertisement system for performing an advertisement with ~~voice~~ voice, comprising:

[[a)] a Web server ~~constituted by~~ comprising:

Web page data transmission means for constituting Web page data comprising contents data and banner advertisement data to be offered to a user ~~to transmit and transmitting~~ the Web page [[data]] data; and

history information recording means for recording as history information the number of times [[at]] which a banner advertisement is transmitted ~~as history information~~; and

[[b)] a user terminal ~~constituted by~~ comprising:

communication means for performing data communication with the Web server through ~~the internet~~ a network,

Web page browsing means for browsing [[a]] the Web page data offered by the Web server, and

voice synthesis means for extracting the banner advertisement data from the received Web page [[data]] data, and converting the banner advertisement data into voice by voice synthesis to utter the banner advertisement data.

2. (Currently Amended) A voice banner advertisement system according to claim 1, wherein the user terminal further comprises[[:]] voice synthesis operation setting means for setting whether the voice synthesis means is made valid ~~or not~~ and transmitting the setting

Serial No.: 09/987,407  
Docket No.: PNDF-01180  
HIR.045

contents to the Web server, ~~and the Web server transmits the advertisement data to the user terminal only~~ when the voice synthesis means is valid.

3. (Currently Amended) ~~A Web server for performing an advertisement to a user terminal connected to the Web server comprising:~~

A voice banner advertisement system according to claim 2, wherein said Web server further comprises operation setting information reception means for receiving operation setting information setting contents from the user terminal representing whether voice synthesis is valid ~~or not in the user terminal;~~

~~Web page data transmission means for constituting Web page data including advertisement data on the basis of the operation setting information to transmit the Web page data; and~~

~~history information recording means for recording the number of times at which a banner advertisement is transmitted as history information~~ terminal.

4. (Currently Amended) A user terminal for uttering received advertisement data with ~~voice~~ voice, comprising:

communication means for performing data communication with a Web server through ~~the internet~~ a network;

Web page browsing means for receiving Web page data offered by the Web server to browse the Web page data; and

voice synthesis means for extracting banner advertisement data from the received

Serial No.: 09/987,407  
Docket No.: PNDF-01180  
HIR.045

Web page data and converting the banner advertisement data into voice by voice synthesis to utter the banner advertisement data.

5. (Currently Amended) A user terminal according to claim 4, further comprising:

voice synthesis operation setting means for setting whether the voice synthesis means is made valid ~~or not~~ and transmitting the setting contents to the Web server.

6. (Currently Amended) A voice banner advertisement method for performing an advertisement with ~~voice~~ voice, comprising:

~~the Web page data transmission step of~~ constituting Web page data comprising contents data and banner advertisement data offered to a user; ~~user to transmit~~

transmitting the Web page data to the user;

~~the history information recording step of~~ recording the number of times ~~[[at]]~~ which ~~[[a]]~~ the banner advertisement data is transmitted as history information; ~~[[and]]~~

~~the voice synthesis step of~~ extracting the banner advertisement data from the received Web page ~~[[data]]~~ data; and

converting the banner advertisement data into voice by voice synthesis to utter the banner advertisement data.

7. (Currently Amended) A voice banner advertisement method according to claim 6, further comprising:

Serial No.: 09/987,407  
Docket No.: PNDF-01180  
HIR.045

~~the operation setting step of~~ setting whether the banner advertisement data is to be uttered with voice by the voice synthesis ~~or not~~, and

wherein the Web page data including the banner advertisement data is transmitted only when the voice synthesis operation is valid.

8. (New) A voice banner advertisement system according to claim 1, wherein the network comprises the Internet.
9. (New) A voice banner advertisement system according to claim 1, wherein the banner advertisement data in the Web page data comprises a voice synthesis tag.
10. (New) A voice banner advertisement system according to claim 2, wherein the Web server transmits the advertisement data to the user terminal only when the voice synthesis means is valid.
11. (New) A voice banner advertisement system according to claim 3, wherein the Web page data transmission means constitutes the Web page data including banner advertisement data on the basis of the setting contents.
12. (New) A user terminal according to claim 4, wherein the network comprises the Internet.

Serial No.: 09/987,407  
Docket No.: PNDF-01180  
HIR.045

13. (New) A user terminal according to claim 4, wherein the banner advertisement data is incorporated in the Web page data as a voice synthesis tag.

14. (New) A portable terminal with a small-area information display comprising:  
a voice synthesizer that extracts banner advertisement data from Web page data received from a Web server through a network, and converts the extracted banner advertisement data into voice data which is uttered through voice synthesis.

15. (New) A portable terminal according to claim 14, further comprising a communication means for performing data communication with the Web server through the network.

16. (New) A portable terminal according to claim 14, further comprising a Web page browsing means for browsing the Web page data received from the Web server.

17. (New) A portable terminal according to claim 14, further comprising a voice synthesis operation setting means for setting whether the voice synthesizer is made valid and transmitting the setting contents to the Web server.

18. (New) A portable terminal according to claim 14, wherein the network comprises the Internet.